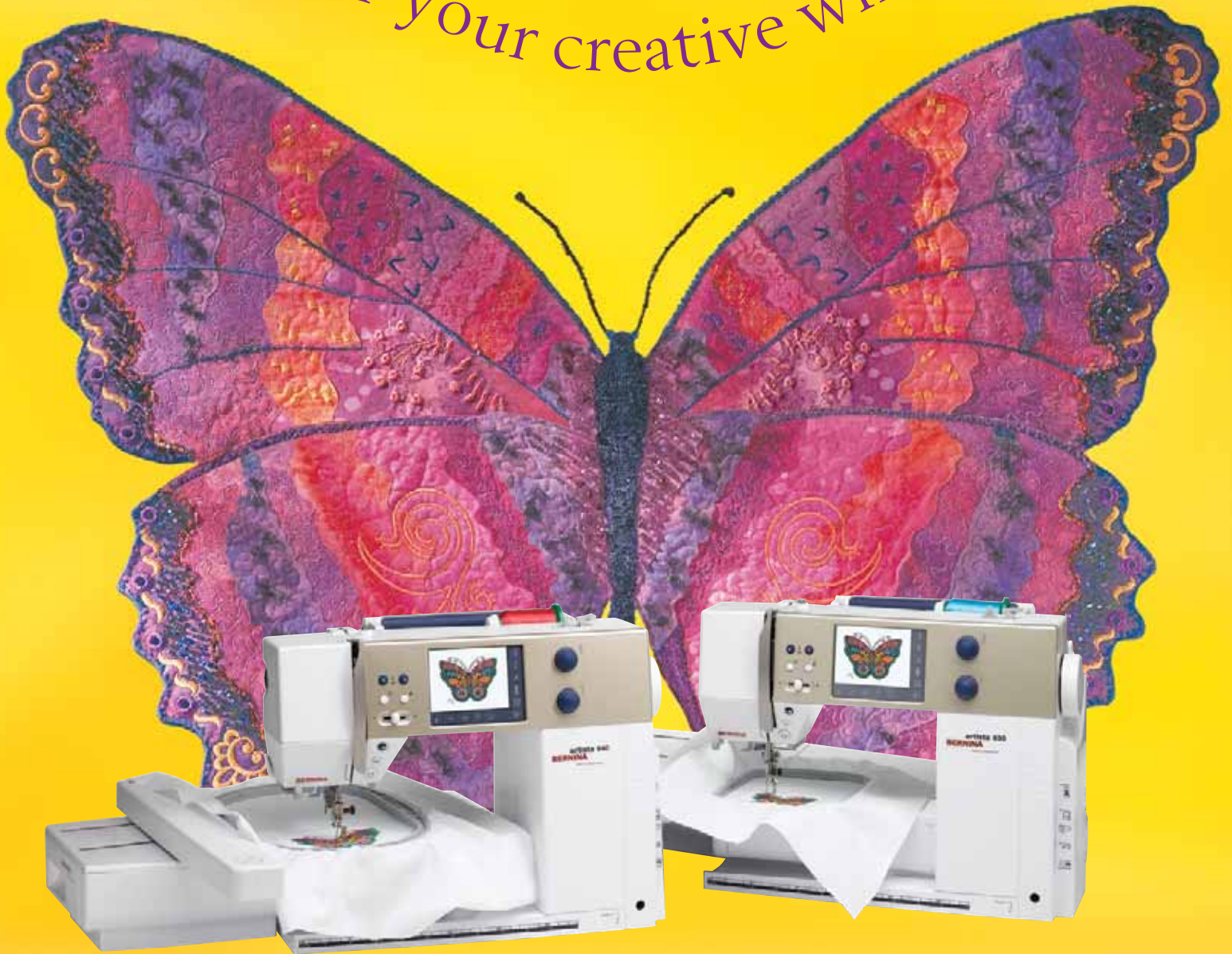


Discover your creative wings.



The artista 630E and 640E.

Main Features: artista 630E & 640E



Centrally Located, Color-Touch Screen

The centrally located, color-touch screen displays all the vital information you need, such as stitch width and length, presser-foot pressure, feed dog and needle position. Animations in the User Guide enable easy and intuitive operation. You can also adjust the brightness and color of the touch screen to your personal preference.



Start/Stop Button and Slide Speed Control

Especially practical features are the Start/Stop Button and Slide Speed Control. The Start/Stop Button lets you sew without a foot control—a real help with long seams and quilting projects. The Slide Speed Control allows you to adjust your pace to the difficulty of the job and your individual preferences.



Cool Fluorescent Light (CFL)

The exclusive, U-shaped bulb illuminates the entire stitching area. You'll clearly see both your project and the needle, increasing the ease and accuracy of your sewing. And the light is specially designed to stay cool for your comfort.



Automatic Thread Cutter

With the artista 640E, just a touch of the button automatically cuts both top and bottom threads. In addition, the thread is automatically cut after you finish embroidering a color in a design.

Separate Bobbin-Winding Motor

The speed of the bobbin-winding motor is adjustable and helps you save time. You can wind bobbins while you sew or embroider without having to interrupt your work.



Setup Program

You can select the desired language, calibrate the touch screen and retrieve information via the Setup menu. New and brilliantly practical, now you can effortlessly update your artista 630E and 640E yourself using a USB stick.



Multifunction Knobs

The multifunction knobs make sewing easy by letting you adjust stitch length and width, as well as bobbin-winding speed. They also help make your embroidery perfect by allowing you to infinitely scale, position and rotate designs. Also use these convenient knobs to move through the tutorial.



Touch-Screen Sewing: Combi Mode

Functions, arranged by color, are easily accessible and can be freely engaged on almost every stitch in the machine. Not only can you mirror-image and extend your stitches, but you can view your changes easily on the touch screen. During the sewing process, both the current stitch and the end of a stitch are displayed.



Stitch Animation

The Stitch Animation feature allows you to follow the needle process, stitch by stitch, on the color-touch screen. **A Bernina exclusive.**



Touch-Screen Sewing: Decorative Stitches

Select from an extensive library of inspiring decorative stitches to embellish your home decorating, garment, quilting and craft projects.



USB Connection (standard) Bernina USB Stick (optional)

Bernina uses the latest USB technology for rapid and direct communication between your artista and your PC. The Bernina Personal Design Stick allows you to store and import embroidery designs with ease. Design collections are also available on USB sticks from OESD.



Free Hand System (FHS)

This knee-operated Bernina innovation raises the presser foot and lowers the feed dog, so you can keep your hands on the fabric when guiding and pivoting. More importantly, it saves precious sewing time.



Touch-Screen Sewing: On-Screen Buttonhole Measurement

Just hold a button to the screen, turn a knob and the artista automatically sews out a perfectly sized buttonhole. Make several different buttonhole styles automatically. The artista will remember them for you—even after you turn off your machine.

Discover the exciting world of artista embroidery.



Bernina Embroidery Software

Expand your ingenuity with the latest Bernina Embroidery Software: Bernina EditorPlus and DesignerPlus Version 5. While both programs bring you exciting effects, DesignerPlus puts every advanced tool at your fingertips. Experiment with over 100 new and enhanced features for endless creativity! Dive into quilting, cross-stitching, photo reproduction, appliqué, monogramming and so much more. Experience our exclusive, advanced appliqué that makes open curves easy, and play with advanced monogramming that incorporates decorative ornaments and borders. Discover the many ways you can apply your talents with Bernina Embroidery Software!



Explorations Software

It's the perfect companion to Bernina Embroidery Software. This project-based software lets you see your entire project on the screen, complete with fabrics, before you ever make a stitch. Use the Color Wheel to instantly change colors, combine designs without worry by using the "remove overlaps" tool, and much more!



Embroidery Designs

The artista 630E and 640E come with a total of 70 and 90, respectively, preprogrammed designs to choose from. In addition, the two beautiful Laurel Burch butterfly designs on this page are also built in. The ability to freely combine and edit designs and alphabets on screen will give you endless creative options.



Touch Screen Embroidering: Tutorial

Need help with hoop selection, threading the bobbin case, hooping the fabric, design combinations, stabilizers or free-arm adapters? No problem. With the tutorial feature and the multifunction knobs, help and tips are quickly and easily viewed on the color-touch screen.



Touch-Screen Embroidering: Infinitely Variable Embroidery Design Enlargement

All your important embroidery information is in view on the touch screen, including design size, number of stitches, thread colors and embroidery time, as well as all design modification functions.



Embroidery Module

This easy-to-attach embroidery module gives you access to the wonderful world of embroidery. The large embroidery field (255 mm x 145 mm, approximately 10" x 5.7") gives your creative projects the space they deserve. Additional embroidery hoops are also available.

Bernina artista gives you beautiful embroidery at any size.



Rescalable Embroidery

The artista 630E and 640E sewing and embroidery systems rescale your embroidery for beautiful designs at any size. Instead of just resizing, artista recalculates the number of stitches needed when enlarging designs greater than 120% or reducing less than 90%. You can also use the power of Bernina Embroidery Software to rescale designs of any size with ease. As always, Bernina gives you the options you need to take flight into the wonderful world of embellishment.

With the Bernina Stitch Regulator, free-motion stitching really is freeing.



Patented* Bernina Stitch Regulator (BSR) (optional)

This patented innovation turns free-motion stitching into creative play. Only the Bernina Stitch Regulator regulates straight and zigzag stitches at variable lengths, so you can create consistent, free-motion stitching with complete confidence. And you don't have to fuss with platforms or foot pedals or frames—however, BSR can be used with a frame for additional creative options. No other home sewing machine in the world offers you this type of feature! You'll love it for making quilts, garments, home decorating projects and crafts, too. Visit www.BerninaBSR.com for details.

Optional accessories: a system that expands as you expand your creativity.



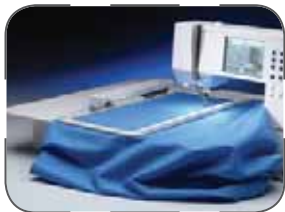
Bernina USB Sticks and Design Collections

Create and store your own designs with Bernina Personal Design Sticks. Plus, explore thousands of licensed and stock designs available on USB sticks available from Studio Bernina Design Collections and OESD. Designs are also available on CDs, in multiple formats through Embroidery Take Out (ask your dealer) and from www.Embroideryonline.com.



Bernina Suitcase System

These sturdy suitcases attach to put your entire system on wheels. The main suitcase holds most sewing machines, and the top attachment is for your embroidery module. Sold separately or as a set.



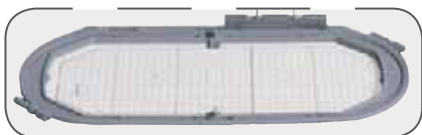
Hoop-It-All™

Expand your embroidery possibilities beyond the confines of a regular hoop with Hoop-It-All™ frames. The Giant Double Wide frames make it easy to stitch large designs in sections, without rehooping! Cap Hoops are the simple way to embroider hard-to-hoop items.



Precision Presser Feet and Accessories

The artista 630E and 640E each come with 8 presser feet, but that's just the beginning. Bernina offers more than 75 feet and accessories to expand your creative options.



Mega Hoop

This three-position embroidery hoop is specially designed and engineered for stitching extra-large designs—up to 150 mm x 400 mm.



Bernina Stitch Regulator and Embroidery Software

Remember the revolutionary Bernina Stitch Regulator, Bernina Embroidery Software and Explorations Software are all available as exciting options for the artista 630E and 640E.



The artista 630E and 640E.



Try them today and let the transformation begin.

There's a butterfly in all of us just waiting to be revealed. And the artista 630E and 640E can help you take flight like never before. Whether you prefer making quilts, home decorating projects, garments or crafts, these amazing sewing and embroidery systems offer innovative features that'll transform your ideas into the bold, beautiful, expressive projects you've always imagined.

Their centrally located, color touch screens are so intuitively designed that using them is a breeze. Adjust stitch width and length, change needle positions, save and file your favorite stitches, combine and edit embroidery designs, select a language and more—all with the touch of a finger. Have a question about machine operation? Helpful animations appear on screen for easy operation.

And this is just the beginning. The artista 630E and 640E offer a variety of innovative features for sewers, quilters and embroidery enthusiasts alike, such as their USB connection, rescalable embroidery, and the revolutionary and patented* Bernina Stitch Regulator (optional). We create the most technologically advanced machines for one reason only: to help you express yourself like never before.

Of course, because they're made by Bernina, you can expect legendary Swiss precision whether you're stitching a decorative border or an intricate embroidery motif.

And because they also wear the "artista" name, you can be sure that the 630E and 640E are designed for the artist in all of us—sewing and embroidery systems that'll help you discover your creative wings. Try them both today. Your metamorphosis awaits.



Innovative features for whatever you love to create.



QUILTING

Bernina artista machines are a favorite among quilters for good reason: they're thoughtfully designed with your projects in mind. For instance, you have the choice of adding the **revolutionary and patented* Bernina Stitch Regulator (BSR)** to both the 630E and the 640E. This innovation turns free-motion stitching into creative play. With BSR, you'll master this challenging technique in minutes, not days. No other home sewing machine offers you this type of feature. In addition, every quilter appreciates the knee-activated **Free Hand System**. This time-saver lifts the presser foot and lowers the feed dog, so you can keep both hands on the fabric when guiding and pivoting.

SEWING

If you love to sew—whether it be garments, home decorating or crafts—you'll feel passionate about the artista 630E and 640E. Both offer **hundreds of stitches**, one more lovely than the next, all stitched out with **Swiss precision**. Save your favorites and access them again and again with a few easy touches of the screen. With **exclusive Stitch Animation**, you can even follow your machine's stitching process, all in clear view on the color-touch screen.

Garment sewers, with

the **innovative On-Screen Buttonhole Measuring**, simply hold the button to the screen and the artista automatically determines your buttonhole length for perfect, repeatable buttonholes every time. Stretch your creativity with BSR and see how easy free-motion stitching can be.

EMBROIDERY

The **artista embroidery module** opens you to the beautiful world of embellishment with 70 **built-in designs** on the artist 630E, and 90 on the 640E. The **centrally located, color-touch screen** gives you an ergonomic view of designs as you edit, combine, add lettering and more—all in full, glorious color. You'll be pleased to know the artista doesn't limit you, either; it **rescales your embroidery**, recalculating the number of stitches needed, so your embroidery is perfect at any size. See the inside of this brochure for more information on rescalability and other embroidery features.



Feature Comparison—artista 630E & 640E

Sewing	630E	640E
Temporary Altered Stitch Memory – EXCLUSIVE!	x	x
Personal Program	x	x
Combi Mode (Memory System)	x	x
Free Hand System (FHS)	x	x
Number of Needle Positions	11	11
Stitches Can be Sewn in Any Needle Position	x	x
Securing Function	x	x
Pattern Begin and Pattern End	x	x
Vertical and Horizontal Mirror-Image	x	x
Needle Stop Up/Down	x	x
Continuous Reverse Button	x	x
Slide Speed Control	x	x
Presser-Foot Pressure Adjustment	x	x
Hopper Mechanism for Free-Motion Sewing	x	x
Wind Bobbin While Sewing	x	x
Stitch Animation – EXCLUSIVE!	x	x
Security Program – EXCLUSIVE!	x	x
Basting Stitch Program		x
Practical Stitches	27	27
Decorative Stitches	188	234
Quilting Stitches	25	28
Buttonholes	7	8
Alphabets	4	5
Automatic Darning Programs	2	2
Total Number of Stitches	480	570
Embroidery (Optional)	630E	640E
Slide-On Embroidery Module with Easy Bobbin Access	x	x
Rescaling of Motifs	x	x
Wind a Bobbin While Embroidering	x	x
Number of Alphabets	5	7
Number of Designs in the Machine	70	90
Combining of Embroidery Designs	x	x
Editing of Designs On-Screen	x	x
Adding and Editing of Text for Designs	x	x
View of Stitch-Out Time, Color, Size, Stitches	x	x
Reads Designs from Bernina USB Stick in .EXP Format	x	x
Memory Storage	x	x
Embroidery Tutorial Program	x	x
Computer Connectivity via USB	x	x
General	630E	640E
Centrally Located, Color-Touch Screen	x	x
Cool Fluorescent Light (CFL)	x	x
Setup Program	x	x
Automatic Needle Threader	x	x
Powerful DC Motor	x	x
Hook System	<i>oscillating (CB)</i>	<i>rotary (RL)</i>
Maximum Stitch Width (mm)	5.5	9.0
USB Port	x	x
Separate Bobbin-Winding Motor	x	x
Multifunction Knobs	x	x
Infinitely Variable Stitch Length and Width	x	x
Automatic Upper Thread Tension Control		x
Tension-Adjustment Dial	x	
Bobbin Thread Sensor		x
Start/Stop Button	x	x
Feed Dog Sensor	x	x
Automatic Thread Cutter		x
3 Additional Thread Cutters	x	x
Bernina Electronic Foot Control – EXCLUSIVE!	x	x

Standard Presser Feet	630E	640E
No. 1 – Reverse Pattern Foot 5.5 mm	x	
No. 1c – Reverse Pattern Foot 9.0 mm		x
No. 2 – Overlock Foot 5.5 mm	x	
No. 2a – Overlock Foot 9.0 mm		x
No. 3 – Buttonhole Foot	x	
No. 3c – Buttonhole Foot 9.0 mm		x
No. 3a – Automatic Buttonhole Foot	x	x
No. 4 – Zipper Foot	x	x
No. 5 – Blindstitch Foot	x	x
No. 9 – Darning Foot	x	x
No. 20 – Open Embroidery Foot	x	
No. 20c – Open Embroidery Foot 9.0 mm		x
No. 26 – Teardrop Embroidery Foot	x	x
Standard Accessories	630E	640E
Instructional CD Including Sewing Projects	x	x
Medium Embroidery Hoop (130mm x 100mm, 5 1/8" x 4")		x
Large, Oval Embroidery Hoop (255mm x 145mm, 10" x 5.7")	x	x
Free-Arm Slide-On Sewing Table	x	x
Reinforced Carrying Case	x	x
Accessory Box	x	x
Optional Accessories	630E	640E
Bernina Stitch Regulator with 3 interchangeable soles— EXCLUSIVE!	x	x
Bernina Precision Presser Feet and Accessories	>75	>75
Licensed Embroidery Design Collections	x	x
Bernina Embroidery Software Upgrades and Explorations Software	x	x
Small Embroidery Hoop (73mm x 50mm, 2 7/8" x 2")	x	x
Mega Embroidery Hoop (400mm x 150mm, 15 3/4" x 6")	x	x
Multiple Spool Holder	x	x
Magnifying Lens Set	x	x
Free-Arm Embroidery Adapter	x	x
Bernina Personal Design USB Sticks	x	x
Hoop-It-All™ Hoops and Frames	x	x

The artista 630E and 640E are just two examples of the innovative thinking Bernina has been bringing to the sewing world for well over a century. Since 1893, our machines have been revolutionizing the way we sew. As always, Bernina features the finest engineering and Swiss-precision stitching available—machines that are truly a joy to sew on. So, stop by your Bernina Dealer today. They are there not only to help you select the right machine, but also to help you discover your own creative wings.

Visit www.berninausa.com for complete product information, creative projects and sewing tips.



No one supports the creative sewer like a Bernina Dealer.

Bernina of America gives a donation to the Susan G. Komen Breast Cancer Foundation with every artista purchase.

Butterflies by Nina McVeigh and Marlis Bennett.

